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HOMEMAKERS' CHAT

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U. S. DEPARTMENT
OF AGRICULTURE
OFFICE OF INFORMATION

(Release on receipt)

SUBJECT: "Give Carrots An "A" Priority" Information from Office of
Marketing Services, War Food Administration.

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Carrots may, or may not, make your cheeks pink or your hair curly as mothers used to promise their offspring. but it's a sure enough fact that carrots will do something important for your eyes. Vitamin A to prevent night blindness is widely recognized now, although that isn't all that vitamin A does for you. It strengthens your resistance to certain infections, and keeps your skin in better condition.

Because carrots are high in vitamin A value they deserve an "A" priority on your grocery list. Fortunately, carrots grow in great abundance in Texas, Calif. and Arizona during the winter months. They can be transported in refrigerated cars to most parts of the country to supplement whatever storage supplies may be left over from last year's fall local crop. Early in the season the tops are usually left on the carrots because the tops keep the young carrots fresh. Sometimes the tops are removed to save transportation space. But mature carrots pack and travel very well to market without their feathery caps. And it's worth remembering that the mature deep orange-colored carrot has more vitamin A than the pale, young vegetable. As a matter of fact, color is a very dependable guide when you shop for vitamin A foods. The deeper the gold of a carrot the more vitamin A value you get for your money.

A crisp, orange-colored carrot with that sweet, nut taste is a far cry from its uncultivated cousin that grows wild on many eastern farms even today. People who say they don't like carrots are like the man who said he didn't like books. He read one once. To begin with, carrots differ widely in appearance and flavor. Then, too, they can be prepared in so many different ways that almost any one can be pleased. A good cook is often a clever camouflage artist. If you find it

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necessary to train the family appetite to eat more carrots, try a trick or two. Cut the carrots in different shapes than you've tried before -- lengthwise or cross-wise, perhaps chopped, diced or shredded. Another idea worth trying is to mask the flavor a little, by adding chopped chives or parsley and a little table fat to the cooked carrots. Or try sprinkling the buttered carrots with a few drops of lemon or orange juice. And if you haven't used this method, be sure to give it a try. Roll the warm cooked, salted carrots in buttered corn or wheat flakes, or something similar, and then slip them under the broiler for a minute or two before you serve them.

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